

Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/748,694
				Filing Date	December 30, 2003
				First Named Inventor	SCHOLL, Nathaniel Blake
				Art Unit	3622
Examiner Name	RETTA, YEHDEGA				
Attorney Docket Number	026014-002301US				
Sheet	1	of	2		

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code ² (if known)			
/YR/	1	US-2003/0216930 A1	11-20-2003	Dunham et al.	
/YR/	2	US-2004/0088241 A1	05-06-2004	Rebane et al.	
/YR/	3	US-2005/0065606 A1	03-24-2005	Harik	
/YR/	4	US-2005/0097024 A1	05-05-2005	Rainey	
/YR/	5	US-5,615,109 A	03-25-1997	Eder	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)		
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NON PATENT LITERATURE DOCUMENTS					
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			
/YR/	6	CHARLWOOD, W., "AdWords bid price; Facts about AdSense.com – Publishers and Advertisers; Vickrey auctions and AdWords; Vickrey Second Price Auctions," located at <http://www.factaboutadsense.com/vickrey.htm>, last accessed on February 24, 2009, 6 pages.			
/YR/	7	LEE, K., "Overture's Auto Bid Shifts the Gap," DMNews, Did-it.com, August 22, 2002, located at <http://www.dmnews.com/Overtures-Auto-Bid-Shifts-the-Gap/article/78443>, last accessed on February 25, 2009, 5 pages.			
/YR/	8	SEDA, C., "Perfecting Paid Search Engine Listings-Search," Engine Watch (SEW) SearchEngineWatch.com, October 17, 2002, located at <http://www.searchenginewatch.com/2161001>, last accessed on February 25, 2009, 7 pages.			
/YR/	9	SHERMAN, C., "A Closer Look at Overture's Auto Bid System," October 28, 2002, located at <http://www.searchenginewatch.com/2161071/print>, last accessed on February 25, 2009, 3 pages.			

Examiner Signature	/Yehdega Retta/	Date Considered	03/31/2010
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¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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/YR/	10	SUBMIT EXPRESS, "Google reindexes/partners with Ask Jeeves, Overture's Auto Bidding Tool, Teoma Toolbar, FTC," Submit Express Newsletter #56, July 19, 2002, located at < http://www.submitexpress.com/newletters/july_19_02.html >, last accessed on February 25, 2009, 9 pages.	<input type="checkbox"/>

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